

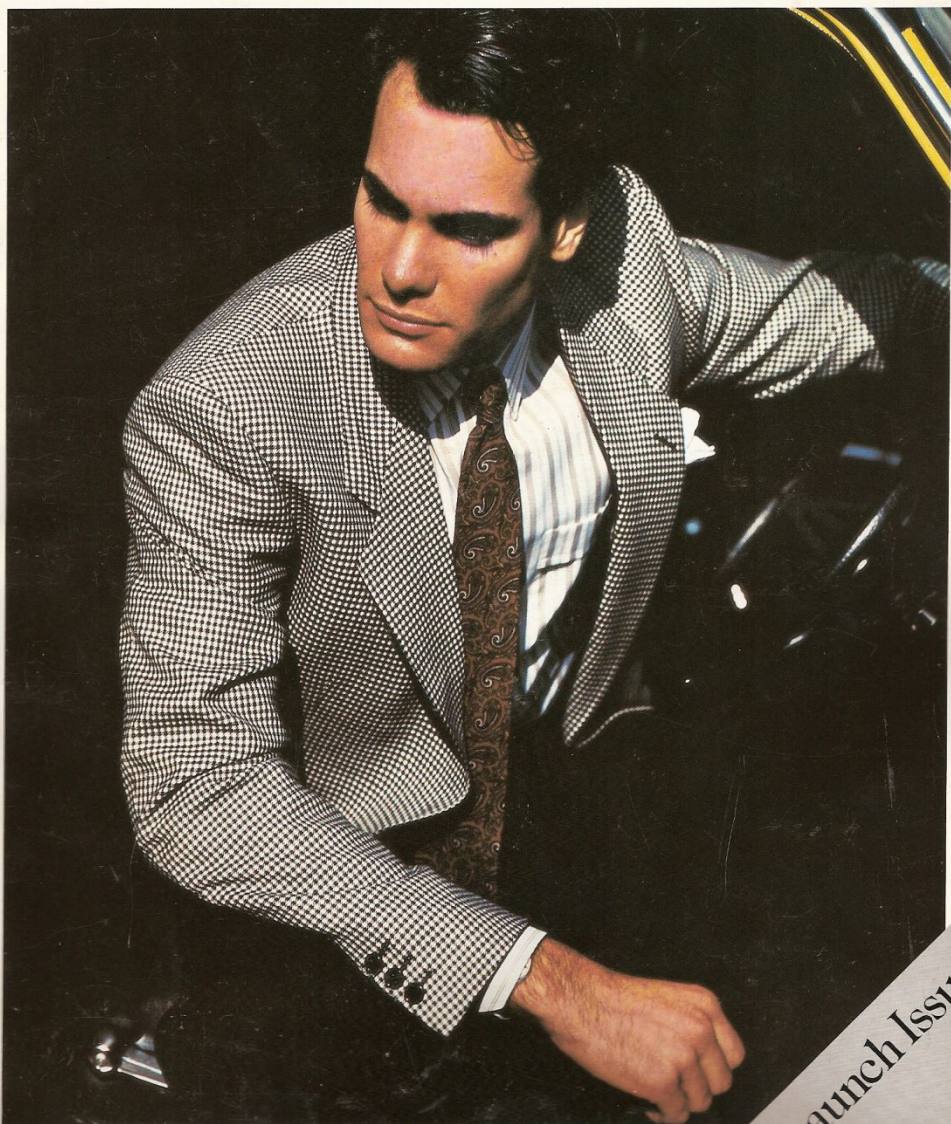
FHM

IT'S GREAT TO BE MEN

DONE BY CHLOE, KELVIN AND AIDANA

FOR HIM

SPRING / SUMMER '85



Launch Issue

British magazine
28 countries
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Monthly
Bauer Media Group
Men's lifestyle
For Him
Mass sector
3.99

ARE YOU A ZERO IN BED?
ANSWER OUR QUIZ AND BRACE FOR THE TRUTH

10 HOLLYWOOD BLOCKBUSTERS
6 MUST-KNOW FACTS ABOUT FLIRTING
4 FIESTAS TO GATE-CRASH
3 BATHROOM BOO-BOOS

ALODIA'S FAVORITE GAME
ANBERLIN BEER AS ANTISEPTIC
TAMING A FAKE BULL

RICH ASUNCION
SHE'S MONEY IN THE BANK

IMPROVE YOUR BASKETBALL IQ
TIME TO GET YOUR BUTT OFF THE BENCH

BAHAY KUBO BRIGADE
THE LIFE-SAVING POWERS OF SITAW, BATAW, PATANI

YOU'LL GET BY WITH A SMILE...
TOP 40 OPM LINES YOU MUST SING TO HER TONIGHT

ROBOTS VS. MANKIND
HOW WE'RE ALREADY LOSING THE BOUT

THE NO. 1 MAGAZINE IN THE PHILIPPINES MAY 2011

www.fhmag.ph

P140

ALSO STARRING: NONITO DONAIRE PUNCHES BACK • CHRIS GARCIA'S FAMOUS TATTOOS • JIM LIBIRAN ON FUTKAL AND HAPPYLAND

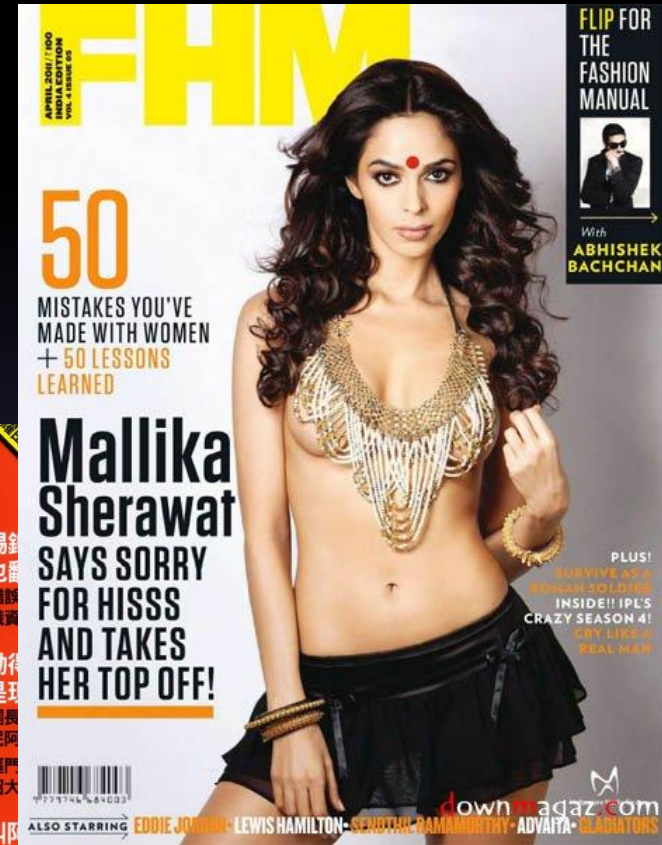
- Bought on impuls
- HOOK cover page
- Personal Identity
- Personal relationship
- surveillance



Cover pages



Representation



Semiotics
 The masthead – bold and simple
 Bright colors
 Articles – many colors and highlighted
 Background – 1 colour

Stereotypical male interests

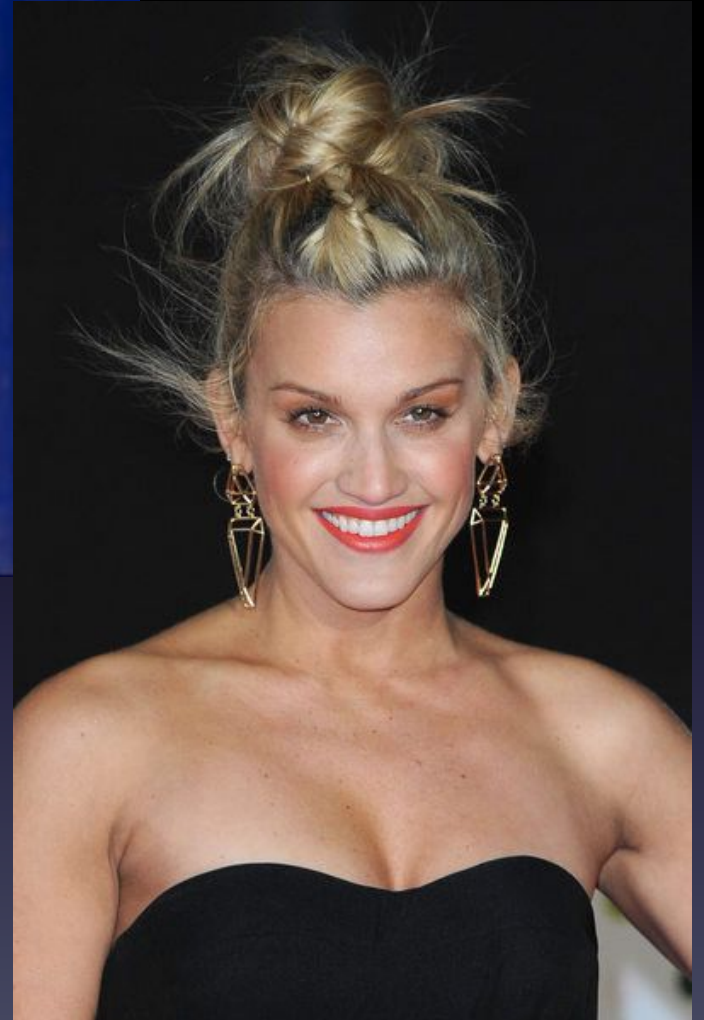


Signifier
Signified
Iconic
Indexical
Symbolic
Discourse

Manipulation



referent



Ideas

- Women, clothes, food, alcohol, cars, body, how to be cool, attract female, money, experiences, interviews, web sites, music, easy life, advertisement



Values

- Clothes
- Be dominant
- Food and drinks
- Cars
- Women
- Masculinity



Beliefs

- Women should have sexy body
- Women are nothing
- Live life to the full
- Buy more stylish clothes
- Eat and drink more
- Buy good cars
- Have a good physical appearance



Let's get comfortable

04

WATCH THAT FILM AGAIN

Empire magazine film genius Chris Hewitt on the film he can watch again and again and again and again

It must have been 19 when I first saw **The Shawshank Redemption**. I watched it at home, alone in my bedroom, and I loved it so much, I immediately raved downtown afterwards and made my parents watch it. At uni, I showed it to a girl I was seeing. In a weird approximation of Quentin Tarantino's *Reservoir Dogs* (he shows Rio Bravo), I was blown away by this movie's warmth, its compassion and its ability to find light and hope in the darkest moments. And it gets very dark—suicide, rape, emotional destruction—yet *Shawshank* is a beautiful film that makes you fall in love with it a little more each time you watch it. It's the greatest movie about male friendship that's ever been.

Most comforting scene: the ending (spoiler), where Morgan Freeman is finally released from prison after 14 years in the cell. He walks out the Mexican paradisiac of Zihuatanejo. As he ambles along the beach and the pair embrace, Thomas Newman's score tinkles then soars triumphantly, and the camera pans up as if God himself was pleased with the outcome. It's more than just a thing of beauty; it's a thing of perfection.

05

PLAY

Twister

WITH AN UNFASSIBLY HOT GIRL



Twister's Helen Hunt is the most beautiful woman in the movie.

UNDERSTAND THE SCIENCE OF COMFORT

When you think about it, when the hell is comfort anyway? *Charleston* psychologist Mark Millard explains

"Comfort is marked by the absence of strong emotions, positive or negative. It creates pervasive feelings of calm contentment about the past, present and future. It is usually a fairly fleeting state as the delicate equilibrium is easily upset. The brain's emotional processing hub is called the amygdala and it gets all your sensory information first. It is constantly scanning for potential threats and dangers which it immediately alerts you by producing a range of deliberately discomforting sensations like fear, anger and anxiety.

"To restore your sense of comfort, you can try and engage in activities which use the brain's natural neurochemistry. Activities that 'kill' or 'chill' are effective. "Exotic or energetic activities like sport produce endogenous opioids and dopamine. These increase neurotransmission in the pleasure pathways and decrease neurotransmission in the pain pathways, displacing discomfort with feelings of mild euphoria.

"Calm activities like diaphragmatic breathing, visualisation and meditation produce a distinctive relaxation response which lowers your heart rate and oxygen consumption. This increases alpha waves in your brain, displacing discomfort with a light trance and feelings of well-being.

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OVERLOAD ON Cheese on toast

Choco cheese deluxe

Melt some butter in a pan and slice a four slices of bread. Take three out after a couple of minutes and put them on a board, loaded with cheese. On two of the slices, lay a bit of five lichenard just won't melt right and spread the other two slices with Nutella. Close the sandwich and stick it back in a pan with some more butter until golden brown.

Baked egg-splonch

Get a teaspoon and squash the centre of a slice of bread down to create an egg-sized depression. Then crack an egg and pour the contents into it, being careful not to break the yolk. Spread butter around the edge of the slice and sprinkle grated cheese on top of it. Stick it on a skillet and grill on a low heat for 10 minutes.

Spaghetti hoopy hoops

You can't beat the gopy charm of those little spaghetti zervos combined with the chewy tang of melted cheese. Heat the hoops in a pan for a bit and then pour them over two slices of bread that have already been in the grill for a while. Then place slices of cheese (not grated) over the top to wallpaper. Stick it back under the grill for a bit. A splash of Worcester Sauce won't go amiss either.

Tomato soup cheese nirvana

The soup is in the sandwich! Mix up a few big dollops of tomato paste with cream cheese and add a bit of sugar and pepper (but it tastes like soup). Pop a few slices of bread on a grill, butter side down, and cover half of them with cheese, half of them with your tomato stuff. Once the cheese has melted, a bit, slip the two sides together and turn it over a few times.



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16

HAVE SEX ALL NIGHT

Sex expert Tracy Cow hills on how to make the most of those long, hot nights

"Most guys know what it feels like just before they orgasm, the point of no return. It's not the moment before that. The sensation you feel before you're on the looser. Once you reach that moment, you'll be able to do yourself get aroused to that point without tipping over the edge."

18

SIX SIGNS YOU'VE TAKEN COMFORT TOO FAR

TRAMPY FAVORITE SENSE

TRAMPY FAVORITE SENSE Most guys love the tactile, you're the most sensitive sense of all, and it's the one that's most likely to be taken too far. It's the one that's most likely to be taken too far. It's the one that's most likely to be taken too far.

LETHARGIC LOVING

Early fatigue and a lack of energy are signs that you've taken comfort too far. It's the one that's most likely to be taken too far. It's the one that's most likely to be taken too far.

STRICK DOOR POLICY

A strict door policy is a sign that you've taken comfort too far. It's the one that's most likely to be taken too far. It's the one that's most likely to be taken too far.

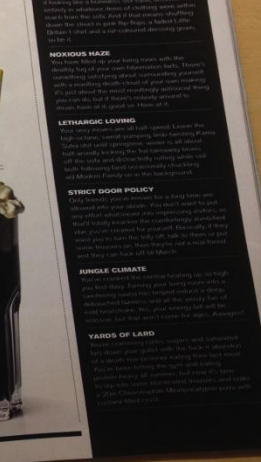
JUNGLE CLIMATE

A jungle climate is a sign that you've taken comfort too far. It's the one that's most likely to be taken too far. It's the one that's most likely to be taken too far.

17

ENTER Stew-ageddon

Stew-ageddon is a competition where you create the best stew. It's the one that's most likely to be taken too far. It's the one that's most likely to be taken too far.



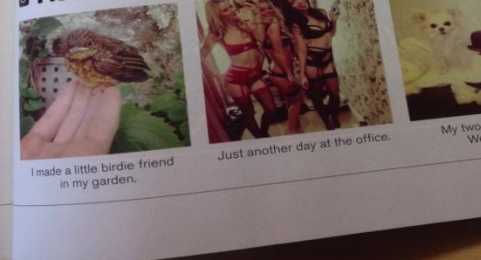
3 Steps easier This is a competition where you create the best stew. It's the one that's most likely to be taken too far. It's the one that's most likely to be taken too far.

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Fiona's life this month



I made a little birdie friend in my garden.
Just another day at the office.
My two little monkeys. Well, dogs...
Beach times in Ibiza.

Quick-fire round

Wetherspoons or Heene Witherspoons? Heene
Blue's outfit: Kateloup or Fudge? Kateloup
Qin or gym? Qin
Oym, I got drunk on gin cross. Now I can't even walk it.
Beaches or mountains? Beaches
Days out or nights out? Nights out
Haunted houses or house music? House music
Heels or hoodies? Hoodies
Holds on a light out, hoodies the day after. Festival or holiday?
I've never been to a proper festival. I'll say holiday.
Sports or science? Sports
Hairy chest or waxed? I don't mind a hairy chest. I don't think a man should have too high maintenance.

Let's get comfortable

15

DON'T TAKE IT FOR GRANTED

Luchan Campbell, 64, from Glasgow, was locked up in China's largest prison in 1991 for spying

"I became a spy sometime during the 1980s. Starting with electronic devices from Hong Kong, I moved into gold, then cash. I could buy a kilo from Beijing for £100 and sell it for £1,000. I was good. I was even able to buy a home in London in the Philippines where I lived as a college student called Jacky Rock. That was the good life.

"I got caught on 4 August 1991. I wasn't even caught carrying \$100,000 worth of cash on a train through China. I was sentenced to 15 years in Shanghai's notorious Tianzuo prison. With 5,000 inmates, it was China's biggest prison. There were 40 cells, each with a wooden bedstead in the middle and a shelf on top, and there were no windows. That was my life for the next 12 years. I could sleep through the squeaking and scurrying of rats which infested the jail. Prison uniforms were made from an itchy, grey synthetic material with a blue and white strip down the side. Our only other item of clothing was a name card pinned to the jacket, but it had no name on it, just a number. For the next 12 years, I was known only as 134956.

"That was luxury compared to what I was about to endure. One morning, I was called into the office to collect my coat when the guard began examining my brother, Li Campbell, who had recently been jailed on suspicion of a crime he didn't commit. In a moment of rage, I laid the guard in Mandarin so that he was straight to the punishment cell for 10 days.

"I was aware that I could imagine I had a strip of raised and handied dry clothes and a face-melting hose in the corner for a toilet and no water source. The stretch of rotting equipment poisoned every particle of air, exacerbated further by the stifling furnace heat. I didn't even have a bed, just the concrete floor.

16

HAVE SEX ALL NIGHT

Sex expert Tracy Cow hills on how to make the most of those long, hot nights

"Most guys know what it feels like just before they orgasm, the point of no return. It's not the moment before that. The sensation you feel before you're on the looser. Once you reach that moment, you'll be able to do yourself get aroused to that point without tipping over the edge."

17

MARVEL AT THE WONDER THAT IS THE Guinness float

"I was released from Tianzuo on 15 December 2003. I never forget how the Shanghai airport smelt - a faint mixture of carpet cleaner, last food and someone's exhaust. It was a smell I knew, one I had smelled so many times before. To me, it was the smell of freedom.

"Having my comforts snatched away from me in such extreme fashion gave me a new appreciation of what comfort means. It is about the simple things we take for granted. To have a place to call home, a warm bed, a nice bed, a toilet. That comfort - a state of mind. And I'd do nothing to jeopardise it again."

Let's get comfortable

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Let's get comfortable

Ideology

- Patriarchy
- Unrespectful behavior to women
- Male degradation
- Capitalist
- Consumerism
- Stereotypes

E70
NEW BALANCE AT SCHUH.CO.UK

KNOWLEDGE IS POWER

Four things you can hunt, forage and pick right now...

01



Hinds
Female deer are in season, but not the males. How can you tell? The male always has the horn.

02



Ptarmigans
Don't be fooled by this plump gamebird's pretty exterior; it's a right tough bastard and only lives in the harsh mountains of Scotland.

03



Magic mushrooms
You might trip on this psilocybe semilanceata in a field or grassy meadow... or your lounge, bedroom.

04



Pumpkins
A bit like a tomato, these big orange buggers are fruits. The plant's flowers are also edible, and the flesh makes for a great autumn soup.

upgrade

19

Make time for morning glory

A study from the University of New South Wales found that exercising in the morning before breakfast is the best time if you want to lose weight. Scientists believe this may be because exercising before you eat means your body has to burn fat for fuel, as your glycogen stores will be depleted after a night of fasting. "Five-minute core training sessions will give you visible results in no time," explains celebrity trainer Jess Schuring. "One of the most basic exercises you can do is the plank." Hold for 45 seconds, and then repeat on both sides.



upgrade

26

Go green

Put the kettle on, but ditch the builder's brew. Practically caffeine-free, green tea packs in theanine, an amino acid that reduces anxiety and stress chemicals in the brain, making you feel calmer. There's caffeine in green tea too, which when combined with the theanine improves brain function, perking up your brain all the way up.



20

Give your fingers a rest

Get over being leery of your life expectancy. A recent study suggests a link between the forward-leaning posture of texters with hyperphonia, an arching of the spine, closely linked with pulmonary disease and cardiovascular problems. So do yourself a favour and put the phone down.

21

Look for health on the middle shelf

Researchers at Cornell University found that you're 27 times more likely to snack on healthy food if it's on the middle shelf in your fridge. The brain works in mysterious ways.

22

Sing your heart out

It's no coincidence that you're often the healthiest country on the planet: all thanks to the nation's 170,000+ vocalists. Professor Laveth Tangwa of Elme University Graduate School of Medicine says that taking regular trips to your local karaoke bar is probably good for you. "Singers use deep breathing, which is good for the nervous system. And after, they usually receive applause. It's a good kind of social support."

23

Bring out the box sets

It turns out black kudu is the old adage that laughter is the best medicine. When we laugh, we stretch muscles throughout our face and body, our pulse and blood pressure go up, and we breathe faster, sending more oxygen to our tissues — much like a workout does. "The effects of laughter and exercise are very similar," says Steve Wilton, a physiotherapist and laugh therapist. (Yes, that's an actual thing.) So dig out your old comedy box sets and LOL yourself healthy.

24

Get a grip

Want to lift heavier weights? Then work on your grip, not your biceps. Grip strength is your muscles in your wrists, forearms and hands. Personal trainer Mark Hodan has three exercises to help strengthen them: "First, the straight-arm hang: grip yourself on a pull-up bar and hang for as long as you can with straight arms. Second is the static barbell hold: put a weight on the barbell and allow it to hang with straight arms, with your hands either side of your thighs. Finally, the gripper squeeze: grab a tennis ball or

25

Pop a sunshine pill

Exposure to sunlight is a natural source of vitamin D — but this is Britain, so take a tab and lower your risk of a premature death by as



The big questions

WILL MY BALLS LEAK OVER TWITTER?

If you're not taking middle pins and handling them in complete anonymity, then you're late to the biggest trend of 2014...

...going to the store's bathroom after work, you'll find a line of men waiting for the public urinals. It's a trend that's been around for a long time, but it's only recently that it's become a social media sensation. The trend is called 'middle pinning' and it's all about taking a picture of your balls in the public urinal and posting it on Twitter. The pictures are usually taken from a low angle, showing the balls and the urinal. The trend is all the rage, and it's only recently that it's become a social media sensation. The trend is called 'middle pinning' and it's all about taking a picture of your balls in the public urinal and posting it on Twitter. The pictures are usually taken from a low angle, showing the balls and the urinal. The trend is all the rage, and it's only recently that it's become a social media sensation.



Advantages

- Goals
- Attitude
- Entertainment
- Globalized

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